



ST. FRANCIS COLLEGE

Koramangala, Bangalore, India

Affiliated to Bengaluru City University, Approved By AICTE

Report on Who, What, Where

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| Title | Who, What, Where |
| Date(s) of Event | 26/11/2024 & 27/11/2024 |
| Department / Association | Commerce (Commerce Club - Unicorn Squad) |
| Venue | Final Round in 6 th Floor Seminar Hall |
| Coordinator | Ms. Priyanka G & Mr. Pramod |

The Commerce Club, Unicorn Squad successfully conducted the event "**Who, What, Where**", an engaging and knowledge-driven competition designed to test students' understanding of key business entities, branding elements, and corporate origins. The event consisted of three challenging rounds aimed at recognizing significant aspects of the business world.

The competition featured three rounds:

1. **Who:** Participants were tasked with recognizing influential business personalities based on clues and achievements.
2. **What:** This round focused on identifying famous business mascots and logos, testing students' brand awareness.
3. **Where:** Teams had to determine the country or location where a particular business was founded.

Objectives of the Event:

- To enhance students' knowledge of prominent business figures and organizations.
- To identify key mascots, logos, and branding elements of well-known businesses.
- To understand the geographical origins and establishment of major corporations.
- To encourage analytical thinking and business acumen among commerce students.

The event commenced with an inaugural address by Mr. Sanju of 1st sem B.com LSCM, emphasizing the importance of business awareness in the commerce field. Students participated actively, demonstrating enthusiasm and in-depth knowledge of the corporate world. There was enthusiastic participation from commerce students. The event had well-structured rounds testing diverse aspects of business knowledge. There were valuable insights from faculty members and it was engaging and interactive competition format.

The event concluded with prize distribution recognizing the winning teams. The winners were honored with cash prizes for their outstanding performance. The judges and faculty

members commended the students for their analytical thinking and quick responses. The **Who, What, Where** competition was a resounding success, fulfilling its goal of enhancing students' business knowledge and analytical skills. The Commerce Club extended gratitude to the organizers, participants, and faculty members for their efforts in making the event insightful and engaging. The students eagerly anticipate future competitions to further develop their expertise in the business domain.

